

12. What do you mean by acquisition and merger ?
Why companies go for acquisition and merger ?
13. Explain how marketing, finance/accounting, R&D and management information systems managers involvement in strategy formulation can enhance strategy implementation.

BBA-16

June – Examination 2023
BBA (Part III) Examination
STRATEGIC MANAGEMENT
Paper : BBA-16

Time : 3 Hours]

[Maximum Marks : 70

Note :- The question paper is divided into three Sections A, B and C. Write answers as per the given instructions.

Section-A

7×2=14

(Very Short Answer Type Questions)

Note :- Answer all questions. As per the nature of the question delimit your answer in one word, one sentence or maximum up to **30** words. Each question carries 2 marks.

1. (i) Operational Strategy
- (ii) Synergistic Effects

- (iii) Organizational Appraisal
- (iv) Vision
- (v) Growth Strategies
- (vi) Corporate Restructuring
- (vii) What do you mean by Strategic Choice ?

Section-B **4×7=28**

(Short Answer Type Questions)

Note :- Answer any *four* questions. Each answer should not exceed **200** words. Each question carries 7 marks.

- 2. Discuss the importance of strategic management in context with contemporary business scenario.
- 3. Differentiate between the external and internal component of the environment.
- 4. How can industry norms and benchmarking be used for organizational appraisal ?
- 5. Explain the generic strategies given by Michel E. Porter with Indian examples.

- 6. Explain the various retrenchment strategies with Indian examples.
- 7. Differentiate between Strategy Implementation and Strategy Formulation.
- 8. In your own words, list all the steps in developing projected financial statements.
- 9. What is Strategic Control ? What are the various techniques of strategic and operational control ?

Section-C **2×14=28**

(Long Answer Type Questions)

Note :- Answer any *two* questions. You have to delimit your each answer maximum up to **500** words. Each question carries 14 marks.

- 10. What do you understand by the Strategic Management Process ? Discuss in detail.
- 11. What do you mean by 'Hierarchy of Strategic Intent' ? Explain in detail.